

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT APPLICATION

Applicants : Joseph Baumgartner et al.  
Application : 10/762,833 Confirmation No.: 5867  
No.  
Filed : January 21, 2004  
For : INTERACTIVE TELEVISION SYSTEM WITH  
TEMPLATES FOR MANAGING VENDOR-SPECIFIC  
VIDEO-ON-DEMAND CONTENT  
Art Unit : 2421  
Examiner : Robert J. Hance

New York, New York 10036  
April 13, 2009

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION

Madam:

In response to the Office Action mailed November 13, 2008 (hereinafter "Office Action"), applicants file herewith a Request for Continued Examination under 37 C.F.R. § 1.114 and respectfully request entry and consideration of the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 15 of this paper.